

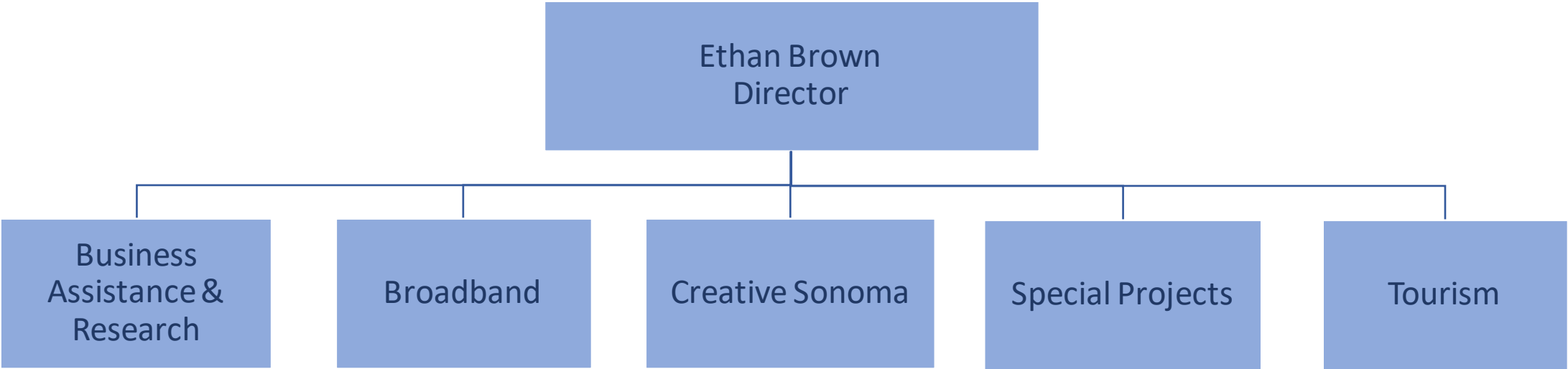
# Economic Development Department

FY 2024-25 Preliminary Budget



# Department Overview

	Operating Expenditures	FTE
FY 2023-24 Adopted	\$8,820,122	16.0
FY 2024-25 Preliminary	\$10,397,267	16.0
Net Change	\$1,577,145	0.0



# Departmental Expenditures

FY 2024-25	Preliminary Budget	FTE
Business Assistance & Research	\$2,198,403	4.0
Creative Sonoma	\$1,229,252	4.0
Special Projects	\$1,075,994	3.0
Broadband	\$2,910,286	2.0
Sonoma County Tourism	\$3,073,612	0.0
Executive Management & Administration	\$1,086,172	3.0
<b>Gross Departmental Expenditures</b>	<b>\$11,573,719</b>	<b>16.0</b>
Less Internal Departmental Transfers	(\$1,176,452)	
<b>Departmental Operating Expenditures</b>	<b>\$10,397,267</b>	<b>16.0</b>

# Departmental Funding Sources

FY 2024-25 Funding Sources	Preliminary Budget
Transient Occupancy Tax*	\$7,069,941
Use of Fund Balance	\$175,963
State, Federal & Other Funds	\$782,554
Other Departmental Revenue**	\$377,760
Transfers & Reimbursements within the County	\$3,167,501
<b>Total Sources</b>	<b>\$11,573,719</b>

*\*The Department is primarily funded by a share of Transient Occupancy Tax received in the Community Investment Fund.*

*\*\*Other Departmental Revenue includes contributions from the Sonoma County Economic Development Board Foundation and funding from the Santa Rosa Metro Chamber.*

# State and Federal Budget Implications

Potential loss of state funds that support the Workforce Investment Board (WIB)

- Impacts to department
  - Potential loss of \$100,000 in funding
  - Current MOU with WIB includes funding for 2.0 FTE extra-help fellowship positions, a portion of 1.0 FTE department program manager, and software costs
- Solutions
  - Department can cover costs with allocated TOT contribution
  - EDB Foundation will fund one fellowship position for one year

# Key Operational Opportunities and Challenges

- Limited internal capacity to take advantage of and manage grant opportunities
- New departmental goals:
  - Broader economic development focus
  - Services to underserved and monolingual Spanish-speaking communities/businesses
  - Enhanced research capabilities and services to County departments and agencies
- Providing/translating materials to ensure optimal language access

# Key Operational Objectives

- Increase capacity of the EDB's Business Diversity Program
- Program development and implementation of expanded research services
- Continue to leverage available state and federal funding for Broadband infrastructure deployment and digital access
- Creation of a comprehensive public arts policy



# Program Change Requests

- Creative Sonoma Department Analyst
  - Convert the 1.0 FTE Time-Limited Department Analyst to Permanent
  - Position manages the Arts Education Program
  - TOT funding is set to expire on 6/30/2025
  - On-going cost: \$189,000 / Discretionary Fund Request
- Business Services Administrative Aide
  - Add 1.0 FTE permanent Administrative Aide
  - Position will provide capacity to expand existing Business Diversity Services Program and respond to 1:1 technical assistance inquiries
  - On-going cost: \$165,000 / Discretionary Fund Request